



Info

Contact: Heather Lindemann

Bona US

(800) 872-5515

heather.lindemann@bona.com

Bona®US Announces Bona® Certified Craftsman Program and Launches Industry-First Bona® Certified Craftsman Five Star Advantage

Aurora, Colo., June 18, 2013 – Bona US, the world leader in hardwood floor care and maintenance since 1919, today announced the launch of the Bona Certified Craftsman Program. Additionally, Bona is launching the industry's first hassle-free promise to homeowners, the Bona Certified Craftsman Five Star Advantage.

The Bona Certified Craftsman Program (BCCP) is comprised of a trusted network of hardwood flooring experts that deliver outstanding results in both craftsmanship and customer service. These top level professionals have used the Bona product system for years and are hand-picked, proven, trained and certified by Bona. The Bona training process is an ongoing benefit to these professionals so that they can stay up-to-date on best practices in the industry and ensure the most beautiful and durable results possible for hardwood floors. A Bona Certified Craftsman can refinish an average of 700 square feet in three days, producing beautiful results without much of a disruption to the homeowner.

“Many consumers perceive the process of refinishing or installing hardwood floors to be tedious, inconvenient and messy. We’ve known for years that doesn’t have to be the case,” said Chad Nordhagen, director of marketing, BonaUS. “In fact, Bona products and our Bona Certified Craftsmen make the refinishing process an easy, worry-free experience. The best part is that the end result is beautiful, family-friendly, durable hardwood floors.”

The BCCP Five Star Advantage is rooted in five key tenets to empower consumers with the right tools and knowledge for a hardwood floor refinishing or installation process that minimizes disruption and results in beautiful, durable hardwood floors.

The BCCP Five Star Advantage gives consumers the power of knowledge that they are receiving the best-of-the-best in floor care and maintenance. The five key tenets of the BCCP Five Star Advantage are:

1. Durable & Beautiful Finishes: Bona water-based finishes dry 3-4 times faster than other products and can have most homeowners living in their home during the refinishing process.
2. Insured, Trained and Trusted: Every BCCP is required to be insured and to participate in Bona’s rigorous training regimen to make sure every floor is done right every time.
3. Clean Air. No Dust.: Bona's Dust Containment System generates 99.8% less dust in the air than the traditional sanding process, making the air safer to breathe and clean-up after the process a breeze.

- more -

4. **Back on Your Floor Quicker:** Quickly diminishing odor from Bona finishes give homeowners quick and easy access to their homes with minimal disruption. Most homeowners can stay in their home during the finishing process and be back on their floors (with socks) in a matter of hours.
5. **Lifetime Support:** For the life of the floors, Bona has the products and services that will support homeowners in maintaining beautiful floors for a lifetime.

“I’m grateful to be a member of this elite class of hardwood floor craftsman,” said Kevin Evans, president, Rock Solid Hardwoods. “The BCCP Five Star Advantage is like an insurance policy for homeowners. They will know that by using a Bona Certified Craftsman with the Five Star Advantage the only result for them will be beautiful, durable hardwood floors.”

Bona is the first in its industry to carry a full system of hardwood floor finishing and floor care products certified for indoor air quality. With almost a century of expertise in creating durable and beautiful hardwood floors, Bona’s hardwood floor care products and systems are safe for floors, families and the environment. Bona contributes to a healthy home by eliminating dust during the sanding process, offering low-VOC hardwood floor finishes and in creating non-toxic, pH-neutral floor care products. Bona’s floor care products are [GREENGUARD](#) certified for indoor air quality, as well as GREENGUARD’s more stringent Children and Schools Program.

About Bona US

Bona US is the North American subsidiary of BonaAB in Malmö, Sweden. Bona US manufactures and distributes floor and home care products. Bona’s hardwood floor care systems have been successful in the professional market for 90 years. Consumer products are available in most major retail outlets throughout the U.S. and North America. With certifications like GREEN GUARD, the company has also been recognized for formula innovations that are pH-neutral, biodegradable and non-toxic. For more information, please contact Bona US at (800) 872-5515 or www.MyBonaHome.com.

#

EDITOR’S NOTE: Photo available: BCCP 5 Star Advantage Logo. Contact Heather Lindemann at 303-371-1411 or Heather.Lindemann@bona.com for information.